

ANNUAL REPORT

Reach Out and Read Minnesota

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FY
23

7/1/22-6/30/23



Reach
Out
& Read®



MINNESOTA

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OUR YEAR

DIGGING DEEP

One of Reach Out and Read Minnesota's strengths has always been data. Thanks to the diligent work of our clinic partners, we can tell you how many books we distributed (296,720), to how many children (158,530) at how many active clinics (300), the percentage of families we served covered by Medicaid (37%), or how many speakers of Somali (6,097) or Karen (1,333) we serve in a year. All of these numbers are deeply important to understand the scale and scope of the work we do on a daily basis – but they don't tell the whole story!

Behind each and every one of these 300,000 books, there is a story. Behind each of these books, there is a parent who wants the best possible life for their child, there is a child exploring a vast new world around them – forming millions of neural connections per second – and there is a healthcare provider using their expertise to ensure that this family has everything they need to help their child develop, grow, and succeed. It is much harder to quantify smiles shared and bonds built!

This past year we have dug deep to focus on the stories, and most importantly, the people behind the big numbers. After all, our program is only possible because thousands of clinic staff, clinicians, booksellers, and volunteers put in the effort to make it possible every single day!

So what does digging deep look like in practice? It looks like getting our staff physically back into our 300 sites across the state, ensuring that clinics are not only distributing books, but that they have the support and training they need to make a lasting impact on families. It looks like seeking out new, diverse, and engaging titles that families across the state can identify with. It looks like opening up volunteer opportunities which not only build family bonds, but community bonds as well, such as the University of Minnesota medical students volunteering to read to infants at the Hennepin Healthcare NICU when families can't be there.

Thankfully, our many partners understand the value of digging deep and doing the work. This includes our funders, our donors, our volunteers, and the Minnesota legislature, who made a transformative investment in our young learners this spring, granting us \$500,000 to make quality improvements to and expand our program across the state over the next two years.

We have many challenges ahead of us; major upheaval in our healthcare system and unacceptable disparities in health and learning outcomes loom large over Minnesota families. We know, however, by investing our resources and putting in the work, we can make transformative changes that benefit every family.

Our mission here is to give every child a foundation for success – and in order to build a solid foundation, you have to dig in deep! We invite all of you to pick up your metaphorical shovels, whether that be your time, your donations, or your willingness to share our mission with others, and join us as we prepare big things for the year ahead.



OUR WORK

OUR MISSION & VISION



OUR MISSION

We seek to give young children a foundation for success through the powerful effects of reading and sharing a story with a loved one.

OUR MODEL

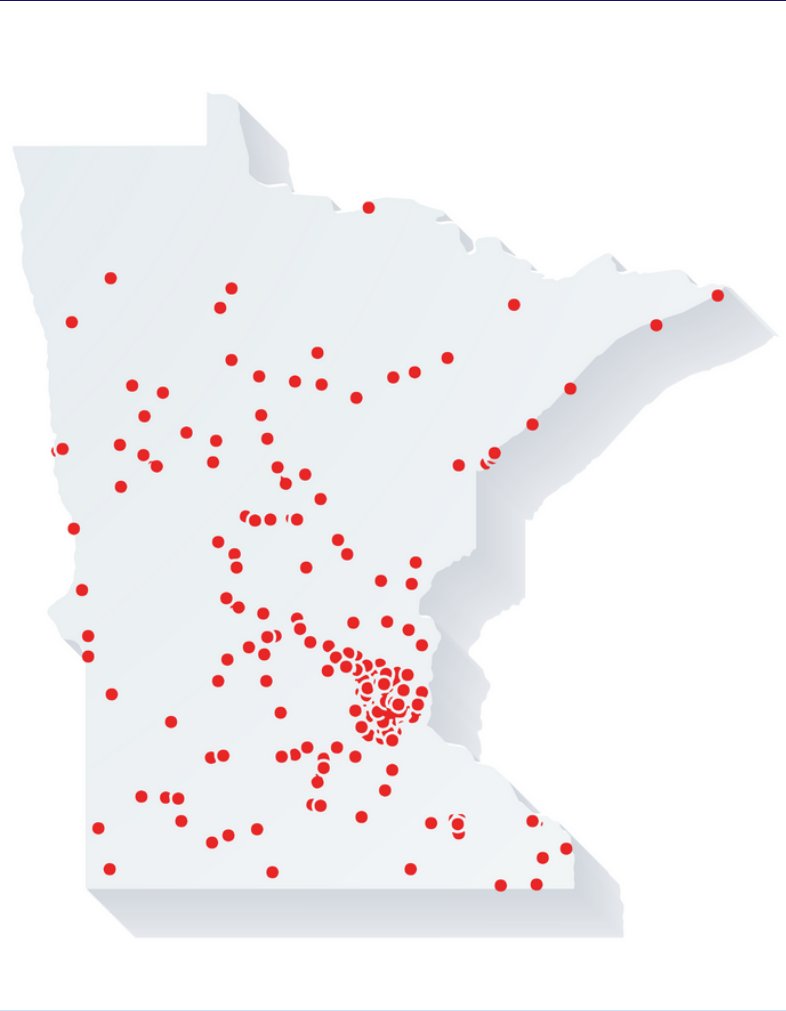
We partner with pediatric healthcare providers to give books and evidence-based developmental guidance at young children's well-child visits from infancy through age 5.

Our model is endorsed by the American Academy of Pediatrics, and has been shown to boost reading in the home, increase children's language abilities, and improve relationships between clinicians and the families they serve,

OUR VISION

We envision a future for Minnesota where all parents have daily, meaningful, language-rich interactions with their children.

IMPACT



“*Reach Out and Read has rejuvenated and repurposed well child visits. Providers use it as a tool to assess development. It brings joy to visits.*”

-Maegen Storm, APRN, CNP
Mayo Clinic Health System, Faribault

Active Clinics **300**

PROVIDERS **2,481**
Doctors, Nurse Practitioners, and Physician Assistants actively using our program

TRAINING RATE **82%**
Rate of active providers who have taken our accredited training

BOOKS DISTRIBUTED **296,720**

BOOK DISTRIBUTION RATE **87%**

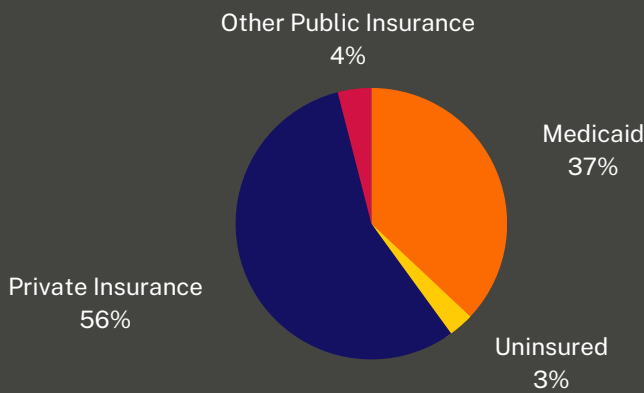
IMPACT



**CHILDREN*/
FAMILIES SERVED**

158,530

*ages 6mo-5yrs



44%

of families with publicly subsidized insurance or uninsured

19 Languages

other than English spoken, including:

Spanish, Somali, Karen, Hmong

Arabic, Oromo, Amharic, Vietnamese, Chinese, French
Russian, Burmese, ASL, Portuguese, Cambodian, Swahili, Korean, Ojibwe, Hindi



“Books are medicine in so many ways... My patients have started little libraries in their home. Patients and parents are excited to get books! [The books] remind our patients of their culture (such as the wild rice book) which is medicine as well!”

-Valerie Norris, MD, Native American Community Clinic, Minneapolis

NEWS, PROJECTS, & EVENTS

A TRANSFORMATIVE INVESTMENT AT
THE STATE LEGISLATURE

This past legislative session was a game changer for early learning in Minnesota — the Reach Out and Read program included! In May of 2023, Governor Walz signed into law the omnibus bill from the Children and Families Finance and Policy Committee, which included a \$250,000 annual stipend for Reach Out and Read Minnesota for the next two years. This level of support is transformational for our organization, giving us the resources and staffing we need to grow our program while simultaneously ensuring each of our clinics is meeting our quality standards and is having the greatest possible impact on the children and families they see every day.

This funding comes at a pivotal time for our organization as, after all of the tumultuousness and turnover of the past few years, the vast majority of clinics are finally able to allow in-person site visits. This funding will allow our staff to get into the clinics, get clinicians trained, and help clinic staff get their clinics stocked with the high-quality books that families will love.



Governor Walz signs budget, (Photo credit: Copyright Office of Governor Tim Walz and Lieutenant Governor Peggy Flanagan)



Sen. Steve Cwodzinski presents our bill to his senate colleagues

Over the next two years, we plan to invest these funds in several key areas:

- Continuing the expansion of our program with a focus on underserved regions of the state.
- Building upon and innovating our evidence-based model, including partnerships with library systems and expanding our Reach Out and Read NICU initiative.
- Sending our programs team for site visits at clinics in every region of the state, ensuring our program is operating at its highest possible levels of quality.
- Better meeting our diverse language needs in our clinics, ensuring every family can get books and learning materials in the languages they prefer.

We extend our sincerest gratitude towards all of those who advocated for us and made this funding possible, including: all of the medical providers and supporters who wrote to their legislators and advocated for Reach Out and Read Minnesota in the legislature, Courtney Jasper and the government relations team at Poul Haas, as well as our bill authors Rep. Carlie Kotyza-Witthuhn, Rep. Cheryl Youakim, Rep. Mary Frances Clardy, Sen. Steve Cwodzinski, Sen. Kelly Morrison, Sen. Kari Dzedzic, and Sen. Alice Mann.

NEWS, PROJECTS, & EVENTS

MIRRORS & WINDOWS

It's a simple enough fact, but an important one not to forget: **when a family is excited about a new book, they are far more likely to read it!** We have been working hard this year to make sure that all of our families receive books they can relate to and learn from. Thanks to investments from our partners, including The Ciresi Walburn Foundation, The Shakopee Mdewakanton Sioux Community, and The Initiative Foundation, we were able to provide thousands of diverse, high-quality books — in a number of different languages — which represent the diverse families we serve.

With these funds, we have been able to source a number of books outside of our normal library, including books from local publishers, like Black Bears and Blueberries, who publish books with Ojibwe and Dakota language and cultural themes.

The clinicians giving out these books have stated the immense impact they have had on their patients, as well their relationships with the families they serve. With such a robust, positive response, we aim to expand these efforts even further in the year to come.

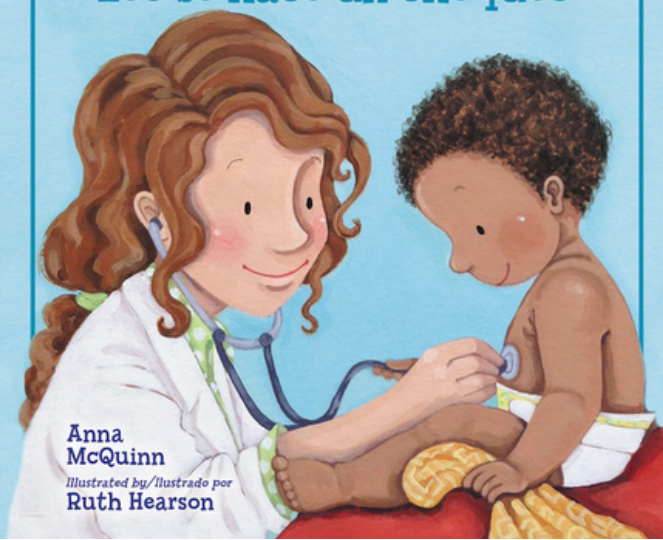
“Really, with some of the families, it felt like a better connection and another layer of trust. Their smiles were incredible to see. Providers have been excited to give the books to our patients!”

-Blair Headley, RN, Clinic Manager, CentraCare Pediatrics, St. Cloud referring to the Somali language books received as a part of our Mirrors & Windows Initiative

The Little People and the Water of Life



Leo Gets a Checkup Leo se hace un chequeo



NEWS, PROJECTS, EVENTS

COMMUNITY MEMBERS STEP UP

While our core program happens in the exam room, our outreach doesn't stop there! Our expanding network of volunteers and book donors have been hard at work this past year sharing the brain-building power of books throughout their communities. This past year has been perhaps our most active ever for donations and distribution of gently used books!

These books are sourced by donations from individuals, book clubs, community groups, corporate offices, or schools and early learning centers — families from New Horizon Academy centers in the Twin Cities donated over 9,000 books this year! Books are then received by our program team, and, often with the help of volunteers, are then sorted and stored at our storage site in Bloomington. We make these books available to our clinics, and other early learning partners, for community events, to stock waiting rooms, and to give at sick visits or to children outside of our program's age range.

Sorting and distributing tens of thousands of used books every year is no easy task, but our amazing network of volunteers make it possible, and the stories we hear from the community make it all worth it!

“ I got to spend some time recently in the lobby with three small humans waiting for their father. We spent the whole 45 mins looking through the free donation books that I had picked up from the wonderful Reach Out and Read book event. We read about spiders and fish and all kinds of bugs. It was wonderful to see the kids enjoying books! ”

-Anna Kam, Broadway Family Medicine, Minneapolis



Medical Student Reads to infant in the NICU (Photo Credit: Hennepin Healthcare)

We have been thrilled with the impact our new Reach Out and Read in the NICU program has had on Minnesota families. While our program aims to empower families to develop healthy bonds and stimulate language for infants in critical care, families can't be present 24/7. Thankfully, University of Minnesota Medical students have stepped up to fill in the gaps and read to infants at the Hennepin Healthcare NICU in Minneapolis when families can't be there. More than 30 medical students have joined the NICU volunteer team, and many can read to the infants in their parents' first language. ([Learn more about our NICU volunteers featured on Fox 9](#))



A member of the volunteer team from CenterPoint Energy sorts books

Staff from HealthPartners in Coon Rapids hand out gently used books at a community event



NEWS, PROJECTS, EVENTS

EVENTS

Time and time again over these past several years, we have been reminded of just how vital human connection is! Whether it's parents and children bonding over books, or our supporters gathering in person to discuss building a brighter future for Minnesota's youth, connection makes our world go around. Over the past year, we sought to connect, educate, and empower our providers and our community in order to better serve Minnesota families.

In September 2022, we hosted an installment of our Next Page webinar series with Dr. Lauren Buckley, who helped establish the Reach Out and Read program at the M Health Fairview Masonic Children's Hospital NICU. Dr. Buckley discussed how language rich interactions can reduce stress and provide much needed stimulation for infants in critical care.

Just a few months later, our team joined the National Reach Out and Read conference in Madison, Wisconsin. Dr. Jill Amsberry, of CentraCare Pediatrics in St. Cloud spoke on integrating the Reach Out and Read program into health systems, while our Executive Director, Kris Hoplin presented on centering equity in the Reach Out and Read model.



The Minnesota cohort at the 2022 Reach Out and Read National Leadership Conference

In May of 2023, we held our most-successful-yet Spring Benefit at the Wilder Foundation in St. Paul, raising over \$50,000 in support of our program. We were thrilled to welcome New York Times Bestselling author Curtis Sittenfeld, and activist, writer, and educator Dr. Artika Tyner as our special guests.



Curtis Sittenfeld and Dr. Artika Tyner Speak at our Spring Benefit (Photo Credit: Stephen Garcia)

The Spring Benefit also gave us the opportunity to celebrate Kara Jacobsen (DNP, RN, CNP), a pediatric nurse practitioner at Minnesota Community Care's La Clinica site, by presenting her with our Gerald Gilchrist Medical Champion Award. Kara has been a longtime advocate for her patients and has been described by her colleagues as being on a "literacy mission". Kara always makes sure La Clinica is stocked with the Spanish language books her families love!



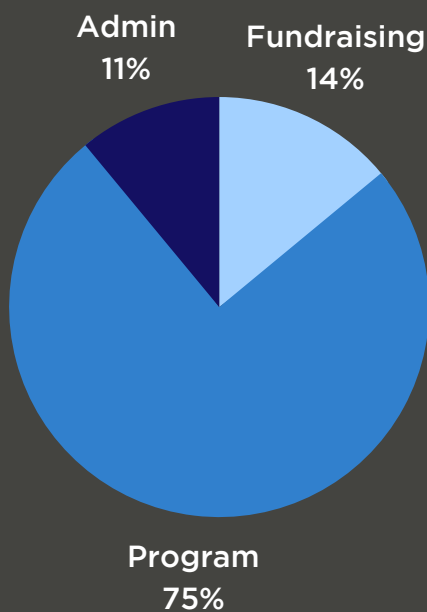
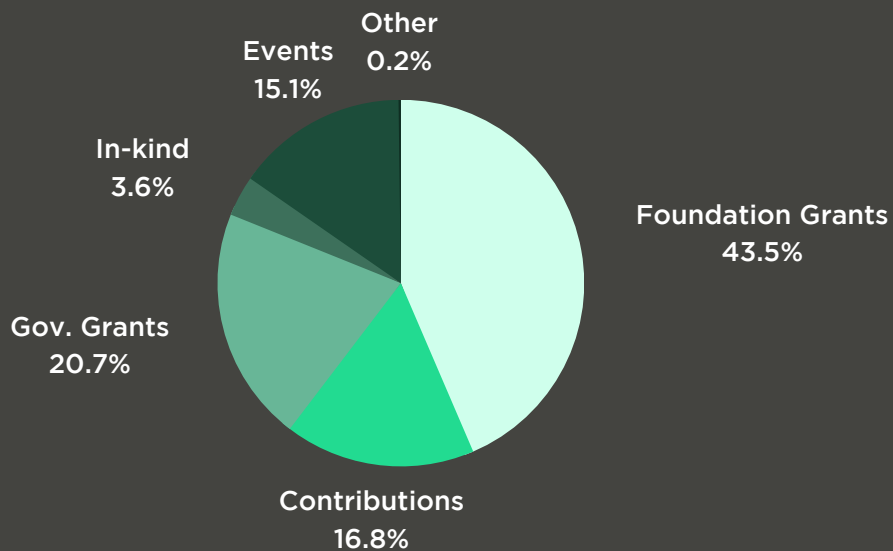
Dr. Gigi Chawla presents Kara Jacobsen with the Gilchrist Award (Photo Credit: Stephen Garcia)

FINANCIALS

OUR YEAR IN NUMBERS

REVENUE: \$361,702

- Foundation Grants: \$157,500
- Government Grants; \$75,000
- Contributions (individual and corporate): \$60,813
- Events: \$54,749
- In-kind donations: \$12,901
- Other: \$739

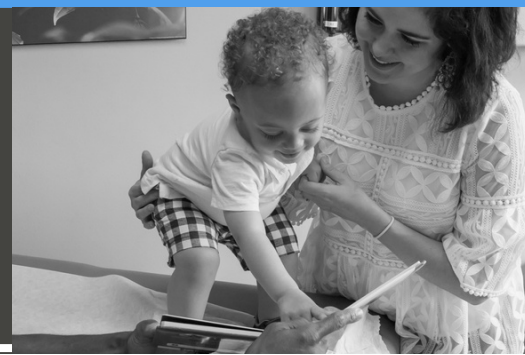


Expenses: \$398,830

*cost breakdown for the 6 month period 1/1/23-6/30/23

I love that we are able to provide the books to some patients who otherwise may not have the opportunity to get them. It brings joy to staff and providers to be able to see the look of wonder on the face of children when they receive the books.

-Tessa Turner, LPN, Children's Partners in Pediatrics St. Louis Park



FINANCIALS

OUR SUPPORTERS

Grantmakers

\$75,000

Minnesota Department of Education

\$55,000

Otto Bremer Trust

\$25,000

CenterPoint Energy Foundation

\$20,000

Ciresi Walburn Foundation

\$12,500

Shakopee Mdewakanton Sioux Community

\$10,000

Art and Martha Kaemmer Fund of HRK Foundation

Katherine B Andersen Fund of the St Paul and Minnesota Foundation*

*received as part of two year grant in FY22, funds released in FY23

Richard M Schulze Family Foundation

Hugh J Andersen Foundation

\$5,000

Initiative Foundation

Corporate Partners



\$10,000

\$5,000

All About Books
Children's Minnesota
Primrose Schools

\$2,500

Allina Health
Hennepin Healthcare
M Health Fairview
Mayo Clinic
UCare

\$1,000

SPIRE Credit Union
Books4School
Delta Dental Foundation

Additional Gifts

\$10,000

Z Foundation

\$7,500

CAW Memorial Foundation

\$1,000

North End Community Foundation



“Reading aloud plays a crucial role in stimulating brain development and cognitive skills. Reach Out and Read recognizes the importance of early brain development and how reading influences a child's learning and comprehension abilities. By incorporating reading into your clinic, you contribute to the cognitive and social-emotional development of the children you serve.”

-Mayo Clinic Health System, Austin

OUR TEAM

STAFF & BOARD

Our Staff

Faisa Ali
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Cate Belleveau
Program Specialist

Gigi Chawla, M.D., MHA
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Eleanor GrandPre
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Kris Hoplin, MA
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“ The smiles on children's faces when they are handed a book are contagious! ”

-Leah Masucci, Clinic Administrator, Bois Forte Medical Clinic



THANK YOU

for learning more about our work

With the support of our community, we can build a future for Minnesota where every child is read to every day!



www.reachoutandreadmn.org

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